



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, September 16, 2020
Time: 8:30 AM
Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Allan Cockburn, Vice Chair
Tom Hempen, Chair (8:44 AM - 9:57 AM)
Councillor Kwapis
Councillor Twinney
Debbie Hill
Jennifer McLachlan
Ken Sparks

Members Absent: Rob Clark
Mark Iacovetta
Omar Saer

Staff Present: C. Kallio, Economic Development Officer
E. Bryan, Business Development Specialist
J. Grossi, Legislative Coordinator

The meeting was called to order at 8:38 AM.
Al Cockburn in the Chair.

1. Notice

Al Cockburn advised that the Municipal Offices remain closed to the public. This meeting was available VIA ZOOM at newmarket.ca/meetings.

2. Additions and Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

None.

5. Deputations

None.

6. Approval of Minutes

Moved by: Jennifer McLachlan

Seconded by: Councillor Twinney

1. That sub-items 6.1, 6.2, 6.3, and 6.4, being the Main Street District Business Improvement Area Board of Management Minutes of February 19, 2020, June 2, 2020, June 12, 2020 and June 23, 2020 be approved.

Carried

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of February 19, 2020

6.2 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 2, 2020

6.3 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 12, 2020

6.4 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 23, 2020

7. Items

7.1 Enhanced 2020 Patio Program Discussion

The Economic Development Officer and Business Development Specialist advised that a report would be going to Council in the coming months to extend the Town-Wide Patio Program and that the extension would be reviewed in Q1 2021 again. They advised that all business owners would

be given the opportunity to provide feedback to Staff prior to the report being presented to Council.

7.2 BIA Strategy Planning

The Business Development Specialist reviewed the process for the strategic planning and advised that potential dates for the next three meetings would be circulated to the Board Members.

7.3 BIA Annual General meeting and BIA Budget Report to Council

The Legislative Coordinator reviewed the timeline for the remainder of 2020 with the Board Members and discussed possible dates for the 2020 Annual General Meeting. The Business Development Specialist advised that potential dates would be circulated to the Members.

7.4 COVID-19 Marketing & Advertising Sub-Committee Update

The sub-committee advised that they have not spent any of their budget yet, and will schedule a meeting prior to the next Main Street District Business Improvement Area Board of Management Meeting to provide an update.

7.5 Garbage Update

The Economic Development Officer provided an update on the garbage bins installed and advised that a new locking system is being implemented within the next month to rectify the known issues.

7.6 Parking Update

Councillor Kwapis provided an update on the Downtown Parking Review Staff Report that was presented to Council at the August 24, 2020 Committee of the Whole - Electronic Meeting. The Members queried Staff regarding By-law Enforcement on Main Street.

7.7 Staff Update

7.7.1 Financial Update

The Business Development Specialist provided a financial update to the Board and advised that about \$5,300 had been spent this year to date.

7.7.2 Financial Incentive Program Staff Working Group Update

The Economic Development Officer provided an update on the Financial Incentive Program Staff Working Group and reviewed the

major projects that had been supported. Members queried him regarding the current budget and type of projects that were included in the application.

8. New Business

8.1 Councillor Updates

Councillor Kwapis provided an update on the following matters:

- He advised that the Town of Newmarket By-law Officers have been working with York Regional Police regarding the Homeless population that is congregating at Riverwalk Commons.
- He advised that he presented a Notice of Motion to Committee of the Whole at their September 14, 2020 Meeting regarding Commercial Rooftop Patios and that additional information would be shared after a future Council Meeting.
- He queried the Board of Management on the plans for Halloween this year, to ensure that all business owners were aware of the arrangements. The Members agreed to consult with Town Staff to ensure that this was completed in a safe manner.

Moved by: Tom Hempen

Seconded by: Councillor Twinney

1. That up to \$2000 be allocated toward the Halloween marketing, advertising, and purchasing of treats for the business owners to distribute.

Carried

9. Closed Session

The Chair advised that there was no requirement for Closed Session.

10. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Councillor Kwapis

1. That the meeting be adjourned at 9:57 AM.

Carried

Al Cockburn, Vice Chair

Date